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23669 7590 07/12/2006

HUFFMAN LAW GROUP, P.C.
 1832 N. CASCADE AVE.
 COLORADO SPRINGS, CO 80907-7449

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RICHARD K. HUFFMAN	(Depositor's name)
/RICHARD K. HUFFMAN/	(Signature)
09/25/2006	(Date)

09/26/2006 RHEBRAH1 00000042 09849621

01 FC:1501 1400.00 OP

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/849,621	05/05/2001	Phil DeLurgio	DT:0102	1510

TITLE OF INVENTION: APPARATUS FOR MERCHANDISE PROMOTION OPTIMIZATION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1400	\$0	\$0	\$1400	10/12/2006

EXAMINER	ART UNIT	CLASS-SUBCLASS
MEINECKE DIAZ, SUSANNA M	3623	705-010000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
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2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
 (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 RICHARD K. HUFFMAN
 2 JAMES W. HUFFMAN
 3 KANG S. LIM

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

DemandTec, Inc.

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

San Carlos, CA

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☒ Issue Fee
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5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature /RICHARD K. HUFFMAN/

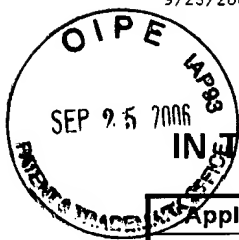
Date 09/25/2006

Typed or printed name RICHARD K. HUFFMAN

Registration No. 41,082

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number	09849621	Docket Number	DT.0102
Filed	05/05/01	Group Art Unit	3623
Examiner	SUSANNA M. DIAZ	Customer No.	23669
Application Title	APPARATUS FOR MERCHANDISE PROMOTION OPTIMIZATION		
First Named Inventor	PHIL DELURGIO		

FACSIMILE COVER SHEET

To: Commissioner for Patents - Mail Stop: Issue Fee
 Fax Number: 571-273-2885

From: Huffman Patent Group, LLC
 Fax Number: (661) 460-1986

Pages: 3 (including cover sheet)

Dear Sir:

Please accept the attached correspondence for the above-identified matter. I hereby certify under 37 CFR 1.8 that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office on the date of signature shown below.

Respectfully submitted,
HUFFMAN PATENT GROUP, LLC

/ Richard K. Huffman /

By: _____

RICHARD K. HUFFMAN, P.E.
 Registration No. 41,082
 Tel: (719) 575-9998

09/25/2006

Date: _____